MULTIMEDIA **UNIVERSITY**

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FINAL EXAMINATION

TRIMESTER 3, 2018 / 2019

BMG3024 – CROSS CULTURAL MANAGEMENT
(All Groups/Sections)

28TH MAY 2019
9 a.m.-11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **FOUR (4)** pages (including the cover page).

2. Answer **ALL** questions. The marks distributions are given in parentheses.

3. Write all your answers in the **Answer Booklet** provided.

Section A-Case Study (40 Marks)
Answer ALL Questions

Search Engines Aid Decision Making and Negotiation

Search engines help consumers search for and find useful information on the World Wide Web (WWW). In technical terms, the search queries and their results show up in the form of search engine results pages (SERPs) and related information. This information may encompass web images and other types of useful files. Data mining is also part of this process. Major parts of the global web traffic include computers, networks, the Internet, WWW, browsers, search engines and content. Collecting, storing and disseminating Internet based content come from search engines which use process such as crawling and caching. In today's fast changing world business and Multinational Corporations' domestic and global markets, search engines are highly useful and have been introduced in a multitude of languages. Local cultures and environments matter a lot when designing country-specific search engines.

Within search engines, data is an important part of technology. When retrieving information from search engines, the need for large-scale data is imperative in global business.Chief executive of IBM Virginia Rometty in The Economist's World in 2014 correctly commented:

A new model for the firm is on its way: data constitute a vast new natural resources: our world has become pervasively instrumented and interconnected, with computation infused into things nobody would think of as a computer:....and powerful new computing system can store and make sense of it nearly instantaneously.

Search engines come in different forms and types and may include general search engines, P2P search engines, meta-search engines, information specific search engines, geographically based search engines, business search engines and so on.In 2015 Google (now renamed Alphabet) was the most popular and powerful search engine in the world, followed by Baidu (China)Bing (United States),Yahoo, (AOL Global.Ask.com, and so on. Of course Google is highly diversified in its products and maintains sites in various languages. This is a perfect example of today's global business with diverse markets and localization strategies. In 2014, Google sales surpassed $66 billion with a market capitalisation of $384 billion. This shows the company's immense power, R&D capability and corporate visibility.

Search engines in global business are mostly affected by local cultures, country-specific regulations, data authenticity and national ideologies. For example, in 2015, Baidu was the largest search engine in China with sales of $7.91 billion and market capitalisation of $76.15 billion. Yandex was a leading search engine in Russia. In addition, South Korea had Naver and Daum. In the Czech Republic, Seznam is pretty popular. Sohu continues to be a dominant player in the Chinese market. Regardless of their types and forms, search engines in global business are highly differentiated based on

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their national languages, functions, country image and usage. Search engines contents and search results can reveal an interesting array of data and information. Above all search engines and their commercial identity remain country and region specific. No wonder we witness a few search engines that dominate global business. This is also the result of proprietary technologies unique algorithms and knowledge capital. In short, search engines are still being refined and will have major implications for MNCs, domestic companies, governments and consumers alike. Above all consumer's privacy and national policies are critical issues in the growth of the global search engines industry.

Source: International Management Managing Across Borders and Cultures-Helen Deresky, Prentice Hall-9th edition. pp-208-209

From the above case study answer the following:

Question 1

a. Compare and contrast five search engines in global business.

(10 Marks)

b. Within today's global business, what do you see happening in the next five years regarding search engines' growth and global strategies?

(10 Marks)

c. Search engines carry national identities and cultures. Relate five major search engines from each country, based on their local markets, strategies, and national characteristics.   (20 Marks)

SECTION B (60 MARKS)

Answer ALL questions.

Question 1

a) Every society has several subsystems that influence people and their behavior. Explain any Five (5) of them.

(10 Marks)

b) The contemporary legal systems of the world are generally based on one of the four basic systems. Explain the Four (4) types of legal systems with examples.

(10 Marks)

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Question 2

a) Describe globalization, nationalization, dependency and international management?

(10 Marks)

b) How will you justify Americans and Indians as successful negotiators.

(10 Marks)

Question 3

a) Multinational corporations venture into different foreign markets. Explain any Four (4) types of strategic options to enter a new market.

(10 Marks)

b) Discuss any Five (5) cross cultural training technique that are popularly used to train expatriates globally.

(10 Marks)

End of Paper